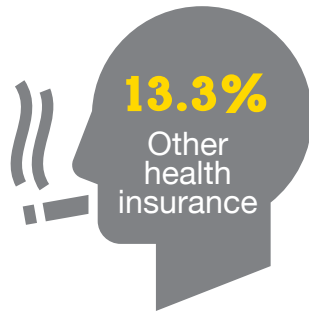
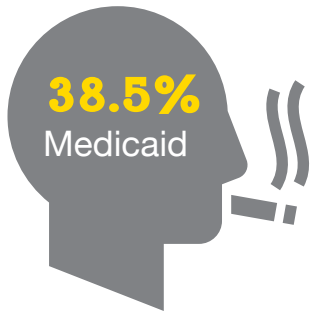


MEDICAID MEMBERS AND TOBACCO'S BURDEN IN COLORADO



FACT:
Tobacco use is the leading preventable cause of death.

FACT:
Low socioeconomic status** is the greatest single predictor of cigarette use.

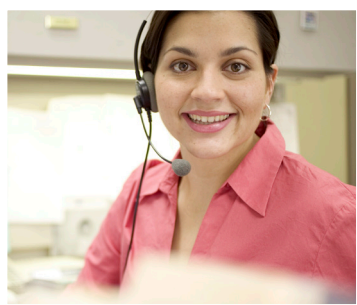


IN COLORADO

Adult Medicaid members smoke at nearly **3X THE RATE** of adults with other health insurance.*

EXPANDED BENEFITS

As a result of the Affordable Care Act, comprehensive tobacco cessation coverage including counseling, medication, and QuitLine services are available to all Medicaid members in Colorado.



FORTUNATELY:

Comprehensive cessation treatment for Medicaid members results in **\$2.12** return on investment for every **\$1.00** spent.***

INCREASE ACCESS TO TOBACCO CESSATION TREATMENT

HEALTHCARE DECISION-MAKERS

- Implement systems that institutionalize tobacco use screening and intervention, including promoting referrals to the Colorado QuitLine.
- Integrate tobacco dependence treatment into electronic health records and workflows.

SOCIAL AND MEDICAL SERVICE PROVIDERS

- Implement Clinical Practice Guidelines with every member including 5As.
- Talk with Medicaid members about tobacco cessation benefits.
- Seek reimbursement for Medicaid covered services.
- Arrange follow-up visits and monitor for relapse.

MEDICAID MEMBERS

- Talk to your doctor about quitting tobacco.
- Call the Colorado QuitLine 1-800-QUIT-NOW for help to quit.
- Create smoke-free rules in your home and car.
- Ask your employer and landlord for smokefree policies where you live and work.

*Adult Tobacco and Attitudes Behavioral Survey (TABS) 2012

** Low SES: no high school diploma (may have GED), no health insurance, <200% of federal poverty level, or with a disability.

*** Richard, P., West, K., & Ku, L. (2012). The return on investment of a Medicaid tobacco cessation program in Massachusetts. *PLoS one*, 7(1), e29665. DOI: 10.1371/journal.pone.0029665